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Application Serial No. 10/552,956  
Reply to office action of January 15, 2010

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### Amendments To The Claims

The listing of claims presented below will replace all prior versions and listings of claims in the application.

#### Listing of claims:

1. (currently amended) A method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of:

receiving an event inputted through the Internet from a user such that the input event comprises an input keyword;

classifying a history information and a type of the event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database;

judging whether or not the input event is associated with an interested field to the user in accordance to the history information and the type of the event;

extracting the input keyword of the event when the event is judged to be in the interested field of the user;

maintaining a keyword database for recording multiple keywords

preparing a sale-object keyword from the extracted keyword;

attracting an advertisement to the user in accordance to the sale-object keyword; and

providing the attracted advertisement to the user. , type information of each keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to each keyword, in which the advertisement list information includes a number of advertisement files that include each keyword; receiving a predetermined event from a user, wherein the predetermined event is an action taken by the user while utilizing the internet; recording a keyword as history data that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user; searching for

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~~the type information of the keyword by referring to the keyword database, wherein the type information represents an effective period that is predetermined for the keyword; searching for the predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event; determining whether the keyword is an interested field of the user in view of the predetermined reference information; generating an advertisement file including the keyword that is determined to be the interested field of the user; updating a number of advertisement files in the advertisement list information stored in the keyword database; and generating advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.~~

2. (currently amended) The method according to claim 1, wherein the ~~predetermined~~ event is ~~one among a keyword~~ inputted at a search window of an Internet search engine by the user, a web page address inputted at an address window of a web browser by the user, and a hypertext markup language link selected on the web browser by the user.

3. (cancelled)

4. (currently amended) The method according to claim 3, ~~wherein the predetermined reference information includes a number of times the predetermined event is inputted from the user during the predetermined effective period~~ the type of the event is classified in accordance to a degree of immediacy.

5. (currently amended) The method according to claim 1, wherein the sale-object keyword is advertisement file is a cookie file.

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6. **(currently amended)** The method according to claim 5, wherein the **advertisement cookie** file includes at least one of a terminal number (PC ID) of the user, an identifying symbol of the user, and expiration data of the **advertisement cookie** file.
7. **(currently amended)** The method according to claim 1, wherein the **advertisement information sale-object keyword** additionally includes a number of impressions of a web page that corresponds to the **input** keyword.
8. **(currently amended)** A method for attracting an advertisement on an Internet, the method comprising the steps of:
- receiving an event inputted through the Internet from a user such that the event comprises an input keyword;
  - classifying a history information and a type of the event in accordance to frequency of the event, recentness of the event and priority of the event into a predetermined database;
  - judging whether or not the event is associated with an interested field to the user in accordance to the history information and the type of input event;
  - extracting the input keyword of the event when the input event is judged to be in the interested field of the user;
  - ~~maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords~~
  - preparing an advertisement keyword from the extracted keyword;
  - receiving a first advertisement request that includes **[[an]] the** advertisement keyword from a first sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the **first** advertisement request is a request for **[[the]] an** advertisement information about the advertisement keyword so that the first sponsor can determine whether or not to purchase the advertisement keyword;
  - searching for the advertisement information that corresponds to the advertisement keyword ~~by referring to the keyword database~~ and when there is no advertisement information corresponding to the advertisement keyword in the keyword

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database, recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;

processing the advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the first sponsor;

receiving a purchase response from the first sponsor, in which the purchase response includes first advertisement data of the first sponsor; and

recording, in a first advertisement database, the advertisement keyword and the first advertisement data from the first sponsor that corresponds to the advertisement keyword.

9. (previously presented) The method according to claim 8, wherein the step of searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database comprises the steps of:

if a second advertisement request including the advertisement keyword is received from a second sponsor, increasing the request counter value for the advertisement keyword recorded in the predetermined storing means;

determining whether the request counter value is greater than a predetermined value; and

if the request counter value is greater than the predetermined value, recording the advertisement keyword and advertisement information that corresponds to the advertisement keyword in the keyword database.

10. **(currently amended)** The method according to claim 8, wherein the **[[the]]** advertisement information includes at least one of information for a number of generated advertisement files, information for a number of impressions of a web page corresponding to the advertisement keyword, and price information of the advertisement keyword.

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11. (previously presented) The method according to claim 8, wherein the purchase response additionally includes payment information for a predetermined advertisement charge.

12. (original) The method according to claim 8, wherein the advertisement request is performed in a manner of auction or bidding.

13. (currently amended) A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

receiving an event inputted through the Internet from a user such that the event comprises an input keyword;

classifying a history information and a type of the event in accordance to frequency of the event, recentness of the event and priority of the event into  
~~maintaining~~ an advertisement database for storing multiple keywords which include the input keyword, the classified history information and the type of the event;

judging whether or not the event is in an interested field to the user in accordance to the history information and the type of the event;

extracting an input keyword of the event when the event is judged to be in the interested field of the user;

storing the extracted keyword as an advertisement keyword;

attracting an advertisement to the user in accordance to the advertisement keyword; and

providing the attracted advertisement to the user; and multiple advertisement data that correspond to the keywords;

receiving an access request from ~~[[a]]~~ the user, wherein the access request includes ~~[[an]]~~ the advertisement keyword ~~[[file]]~~ stored in a user's terminal;

~~extracting a keyword recorded in the advertisement file received;~~

searching for ~~[[the]]~~ advertisement data that corresponds to the advertisement keyword by referring to the advertisement database; ~~[[and]]~~

processing the advertisement data corresponding to the advertisement keyword and providing the ~~[[same]]~~ processed advertisement data to a web browser

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of the user; wherein and

updating the advertisement database in accordance to the history information and the type of event is updated through the steps of: maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords; receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement keyword; searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database when there is no advertisement information corresponding to the advertisement keyword in the keyword database; recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor; processing the advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the sponsor; receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and recording, in the advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

14. (Currently amended) A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

receiving an event inputted through the search engine from a user such that the input event comprises an input keyword;

classifying a history information and a type of the event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database;

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judging whether or not the input event is associated with an interested field to the user in accordance to the history information and the type of the event;

extracting the input keyword of the event when the event is judged to be in the interested field of the user;

preparing an advertisement keyword from the extracted keyword;

attracting the predetermined advertisement to the user in accordance to the advertisement keyword; and

providing the attracted predetermined advertisement to the user  
~~maintaining a first advertisement database for storing multiple keywords and multiple first advertisement data that correspond to the keywords; maintaining a second advertisement database for storing multiple second advertisement data that corresponds to a predetermined keyword; receiving an access request from a user, wherein the access request includes an advertisement file stored in a user's terminal; extracting a first keyword recorded in the received advertisement file; searching for the first advertisement data that corresponds to the first keyword by referring to the first advertisement database; receiving a second keyword from the user; searching for the second advertisement data that corresponds to the second keyword by referring to the second advertisement database; constructing a user interface screen by arranging the first advertisement data or the second advertisement data according to predetermined criteria; and providing the user interface screen to a web browser of the user such that both the first advertisement data and the second advertisement data are provided to the user simultaneously; wherein the first advertisement database is updated through the steps of: maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords; receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement~~

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~~keyword; searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database when there is no advertisement information corresponding to the advertisement keyword in the keyword database; recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor; processing the advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the sponsor; receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and recording, in the first advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.~~

15. (currently amended) The method according to claim 13, wherein the event is inputted at a search window of an Internet search engine by the user, a web page address inputted at an address window of a web browser by the user, and a hypertext markup language link selected on the web browser by the user ~~further comprising the steps of: maintaining a second advertisement database for storing multiple second advertisement data that corresponds to a predetermined keyword; and maintaining a third advertisement database for storing multiple third advertisement data; wherein the step of searching for the advertisement data that corresponds to the keyword by referring to the advertisement database comprises the steps of: receiving a second keyword from the user; searching for the second advertisement data that corresponds to the second keyword by referring to the second advertisement database; and searching for the third advertisement data by referring to the third advertisement database; wherein the step of processing the advertisement data corresponding to the keyword and providing the same to the web browser of the user comprises the steps of: constructing a user interface screen by arranging the advertisement data, the~~



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~~second advertisement data, and the third advertisement data according to predetermined criteria; and providing the user interface screen to the web browser of the user.~~

16. (currently amended) The method according to claim 14, wherein the type of the event is classified in accordance to a degree of immediacy ~~second advertisement data is general keyword advertisement data, and a third advertisement data is general banner advertisement data.~~

17. (currently amended) The method according to claim 13, the type of the event is classified in accordance to a degree of immediacy ~~further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes at least one of the number of times the advertisement data is provided to the user, a number of times the user clicks on the advertisement data, a time period the user visits a web page of the sponsor, and a number of times the user visits the web page of the sponsor after the advertisement data is provided.~~

18. (currently amended) A computer-readable medium useful in association with a computing device which includes a process and a memory, the computer readable medium including computer instructions which are configured to cause the computing device to generate advertisement information to attract advertisement on an Internet ~~by performing the acts, the computer-readable medium~~ comprising:

instructions written in the computer-readable medium for allowing a computer to receive an event inputted through the Internet from a user such that the input event comprises an input keyword;

instructions written in the computer-readable medium for allowing a computer to classify a history information and a type of the event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database;

Instructions written in the computer-readable medium for allowing a

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computer to judge whether or not the input event is associated with an interested field to the user in accordance to the history information and the type of the event;

instructions written in in the computer-readable medium for allowing a computer to extract the input keyword of the event when the event is judged to be in the interested field of the user;

instructions written in in the computer-readable medium for allowing a computer to prepare a sale-object keyword from the extracted keyword;

instructions written in in the computer-readable medium for allowing a computer to attract an advertisement to the user in accordance to the sale-object keyword; and

instructions written in in the computer-readable medium for allowing a computer to provide the attracted advertisement to the user maintaining a keyword database for recording multiple keywords, type information of each keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to each keyword, in which the advertisement list information includes a number of advertisement files that include each keyword; receiving a predetermined event from a user, wherein the predetermined event is an action taken by the user while utilizing the internet; recording a keyword as history data that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user; searching for the type information of the keyword by referring to the keyword database, wherein the type information represents an effective period that is predetermined for the keyword; searching for the predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event; determining whether the keyword is an interested field of the user in view of the

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~~predetermined reference information; generating an advertisement file including the keyword that is determined to be the interested field of the user; updating a number of advertisement files in the advertisement list information stored in the keyword database; and generating advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.~~

19. (Currently amended) An Internet advertisement system comprising:

a central server ~~comprising; configured to:~~

receive an event inputted through an Internet from a user such that the input event comprises an input keyword;

classify a history information and a type of the event in accordance to a frequency of occurrence of the event, recentness of the event and priority of the event into a predetermined database;

judge whether or not the input event is associated with an interested field to the user in accordance to the history information and the type of the event;

extract the input keyword of the event when the event is judged to be in the interested field of the user;

prepare a sale-object keyword from the extracted keyword;

attract an advertisement to the user in accordance to the sale-object keyword; and

provide the attracted advertisement to the user a keyword database recording multiple keywords, type information of the each keyword, predetermined reference information that corresponds to the type information, advertisement list information that corresponds to the each keyword, in which the advertisement list information includes a number of advertisement files that include the each keyword, wherein the type information represents an effective period that is predetermined for the keyword and the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation,

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~~and a predetermined priority associated with the event;~~

~~a communication part receiving a predetermined event from a user,  
wherein the predetermined event is an action taken by the user while utilizing the  
internet;~~

~~a processing part recording a keyword as history data that corresponds to  
the received predetermined event from the user, searching for the type  
information of the keyword and the predetermined reference information that  
corresponds to the type information of the keyword by referring to the keyword  
database, and determining whether the keyword is an interested field of the user  
according to the predetermined reference information and type information of the  
keyword searched in the keyword database, wherein the history data comprises  
the number of times the predetermined event is inputted by the user and a period  
of time over which the predetermined event is inputted by the user;~~

~~an advertisement file preparing part extracting the keyword determined to  
be the interested field of the user and generating an advertisement file including  
the extracted keyword, in which the advertisement file includes at least one of a  
user's terminal number (PC ID), an identifying symbol of the user, and expiration  
date information of the advertisement file;~~

~~an advertisement information generating part updating a number of  
advertisement files in the advertisement list information stored in the keyword  
database and generating advertisement information including the keyword and  
the advertisement list information updated with the number of advertisement  
files; and~~

~~an advertisement server comprising:~~

~~an advertisement database storing multiple keywords and multiple  
advertisement data that corresponds to the keywords;~~

~~an advertisement transmitting part processing the advertisement data that  
corresponds to the keyword included in the advertisement file by referring to the  
advertisement database, and providing the advertisement data that is processed  
to a web browser of the user;~~

~~a storing part storing history information with respect to the providing of~~

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~~the advertisement data to the user;~~

~~an analyzing part providing predetermined feedback information to a sponsor who has registered the advertisement data, according to the history information.~~

20. (currently amended) The method according to claim 6, wherein the cookie file advertisement list information additionally includes a number of impressions of a web page that corresponds to the keyword.

21. (currently amended) The method according to claim 15, wherein the second advertisement ~~[[data]] database~~ is general keyword advertisement database data, ~~and the third advertisement data is general banner advertisement data.~~

22. (currently amended) The method according to claim 14, further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes at least one of the number of times the [[first]] predetermined advertisement ~~[[data]]~~ is provided to the user, a number of times the user clicks on the [[first]] predetermined advertisement ~~[[data]]~~, a time period the user visits a web page of the sponsor, and a number of times the user visits the web page of the sponsor after the [[first]] predetermined advertisement ~~[[data]]~~ is provided.

23. (currently amended) The method according to claim 8, wherein the event is inputted at a search window of an Internet search engine by the user, a web page address inputted at an address window of a web browser by the user, and a hypertext markup language link selected on the web browser by the user ~~multiple keywords and the advertisement information maintained in the keyword database are generated by: receiving a predetermined event from a user; recording the keyword as history data that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user; searching for type information of the~~

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~~keyword by referring to the keyword database, wherein the type information represents an effective period that is predetermined for the keyword; searching for predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event; determining whether the keyword is an interested field of the user in view of predetermined reference information; generating an advertisement file including the keyword that is determined to be the interested field of the user; updating a number of advertisement files in an advertisement list information stored in the keyword database; and generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.~~

24. (currently amended) The method according to claim 13, wherein the event is inputted at a search window of an Internet search engine by the user, a web page address inputted at an address window of a web browser by the user, and a hypertext markup language link selected on the web browser by the user ~~multiple keywords and the advertisement information maintained in the keyword database are generated by: receiving a predetermined event from a user; recording the keyword as history data that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user; searching for type information of the keyword by referring to the keyword database, wherein the type information represents an effective period that is predetermined for the keyword; searching for predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event; determining whether the keyword is an~~

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~~interested field of the user in view of predetermined reference information;  
generating the advertisement file including the keyword that is determined to be  
the interested field of the user; updating a number of advertisement files in an  
advertisement list information stored in the keyword database; and generating  
the advertisement information including the keyword and the advertisement list  
information updated with the number of advertisement files.~~

25. (currently amended) The method according to claim 14, wherein the advertisement keyword is a cookie file ~~multiple keywords and the advertisement information maintained in the keyword database are generated by: receiving a predetermined event from a user; recording the keyword as history data that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user; searching for type information of the keyword by referring to the keyword database, wherein the type information represents an effective period that is predetermined for the keyword; searching for predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event; determining whether the keyword is an interested field of the user in view of predetermined reference information; generating the advertisement file including the keyword that is determined to be the interested field of the user; updating a number of advertisement files in an advertisement list information stored in the keyword database; and generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.~~